-- BRIEF DESCRIPTION OF THE DRAWINGS

The present disclosure may be better understood, and its numerous objects, features, and advantages made apparent to those skilled in the art by referencing the accompanying drawings.

Fig. 1 is a block diagram of a personal computer system.

Fig. 2, labeled "prior art", is a flow diagram illustrating a known method of providing banner advertising on the worldwide web.

Fig. 3 is a flow diagram illustrating a method of tracking and providing banner advertising and other information on the worldwide web.

Fig. 4 is a flow diagram illustrating a method of providing and tracking banner advertising and other information.

Fig. 5 is a flow chart illustrating a method of automatically tracking banner advertising supplied to a computer user.

Fig. 6 is a flow diagram illustrating an alternate method of providing and tracking banner advertising and other information. --

Please delete the paragraph that begins on page 4, line 7 and ends on page 4, line 9 and insert the following therefor:

-- Referring now to Fig. 1, a computer system **150** is shown consistent with an embodiment of the present disclosure that includes a processor **100**, and a memory **110** coupled to the processor **100** via local bus **120**. --

Please delete the paragraph that begins on page 5, line 3 and ends on page 5, line 8 and insert the following therefor:

-- In accordance with one embodiment, the hard drive **180** of computer system **100** holds applications specific to the computer user, and optionally, specific to the computer system. In one embodiment, the applications are installed on the hard drive **180**, or in firmware, for example, BIOS ROM **105**. In another example, a web page includes a software application program can install information on the hard drive **180** associated with the application. --

Please delete the paragraph that begins on page 6, line 9 and end on page 6, line 14 and insert the following therefor:

-- Referring now to Fig. 3, a simplified flow chart illustrates one embodiment. Fig. 3 shows a method **300** for a computer user **310** to receive advertisements from a combination advertisement broker and server **320**, which is optionally a web server. As shown, the computer user **310** transmits a unique key identification requesting an advertisement **330**. In response, the combination advertisement broker and server **320** transmits an advertisement. --

Please delete the paragraph that begins on page 6, line 22 and end on page 6, line 29 and insert the following therefor:

-- Referring now to Fig. 3 and Fig. 4 in combination, a flow chart describes the transmission and request of advertisements in accordance with one embodiment. Fig. 4 illustrates an embodiment in which a computer user **310** logs on to a combination advertisement broker/server **320** by logging on **410**. Next at step **420**, the computer system transmits a unique identifier and requests a banner advertisement to be displayed on the computer user **310** computer system **100**. The combination

advertisement broker/server **320** responds by transmitting an advertisement at step 430. --

Please delete the paragraph that begins on page 9, line 17 and ends on page 10, line 4 and insert the following therefor:

-- Although particular embodiments of the present disclosure have been shown and described, it will be obvious to those skilled in the art that, based upon the teachings herein, changes and modifications may be made without departing from the embodiments of this disclosure and its broader aspects. Therefore, the appended claims are to encompass within their scope all such changes and modifications as are within the true spirit and scope of this disclosure. Furthermore, it is to be understood that the embodiments are solely defined by the appended claims. It will be understood by those within the art that if a specific number of an introduced claim element is intended, such an intent will be explicitly recited in the claim and, in the absence of such recitation, no such limitation is present. For a non-limiting example, as an aid to understanding, the following appended claims may contain usage of the introductory phrases "at least one" and "one or more" to introduce claim elements. However, the use of such phrases should not be construed to imply that the introduction of a claim element by the indefinite articles "a" or "an" limits any particular claim containing such introduced claim element to embodiments containing only one such element, even when same claim includes the introductory phrases "one or more" or "at least one" and indefinite articles such as "a" or "an"; the same holds true for the use of definite articles used to introduce claim elements. --